



# DRIVEN *by the* CUSTOMER

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***“CULTURE*** eats  
***STRATEGY*** for breakfast”

- *Peter Drucker*



A man and a woman are standing on a dirt path on a hillside, looking out over a valley. The man is wearing a dark leather jacket and tan pants. The woman is wearing a floral dress and brown boots. They are standing next to a dark-colored Buick Regal. The car's rear is visible, showing the Buick logo, the word 'REGAL', and a license plate that reads 'SEI 035'. The background features rolling hills and a small town in the distance under a cloudy sky.

**CUSTOMERS ARE**  
**OUR COMPASS**





**500 MILLION**

**Tweets** per day

**1.5 BILLION**

**SMARTPHONE** subscribers

**2.8 BILLION**

**INTERNET** users **GLOBALLY**





The **WORLD'S**  
**POPULATION**  
is projected to reach  
**9 BILLION**  
by 2045

**75%** of **CHINESE**  
car buyers...  
are **FIRST-TIME CAR BUYERS**



In Western Europe & the U.S.  
**MORE WOMEN**  
**GRADUATE**  
from college today than men

**WOMEN** spend an average  
of **4.5 MONTHS**  
**RESEARCHING** online  
and in-person **PRIOR**  
to **PURCHASING** a vehicle







*The*

# MILLENNIAL GENERATION

**COLLECTIVE** spending power  
and **INFLUENCE** of almost

**\$1 TRILLION**



Globally, the average  
**COMMUTER** spends  
**7 HOURS PER WEEK**  
between home and work

The vehicle becomes  
an **EXTENSION**  
of **YOUR HOME**





ARE WE **POSITIONED** TO MEET  
OUR **CUSTOMERS' NEEDS?**



**Customer  
Advocates**



NORDSTROM

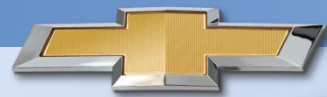
amazon



SOUTHWEST

FedEx

**Satisfied  
Customers**



GMC





A man and a woman are walking towards the left in a parking lot. The woman is wearing a blue and white patterned dress, a pink cardigan, and a pink necklace. The man is wearing a grey button-down shirt and dark trousers. A blue car is parked in the background. The scene is brightly lit with sunlight filtering through the trees.

# *Customer* **ADVOCATES**







# OUR PLEDGE

At our core, we are **driven by expectations.** Yours.

Our pledge to you is a **relationship that you will value.**

It is founded on **designing and building great vehicles with innovative technologies,** while **ensuring quality and service** you can rely on –

all to make your **ownership experience exceptional.**







# Customer Experience *and* Product Quality





# CUSTOMER CENTRIC STRATEGY





# CUSTOMER CENTRIC STRATEGY





# CUSTOMER CENTRIC STRATEGY





# THE VALUE OF U.S. SALES RETENTION

***1 ppt***

Increase in  
Sales Retention =

***25,000 units***  
***(\$700M Revenue)***



# INFOTAINMENT







# INFOTAINMENT *Research*



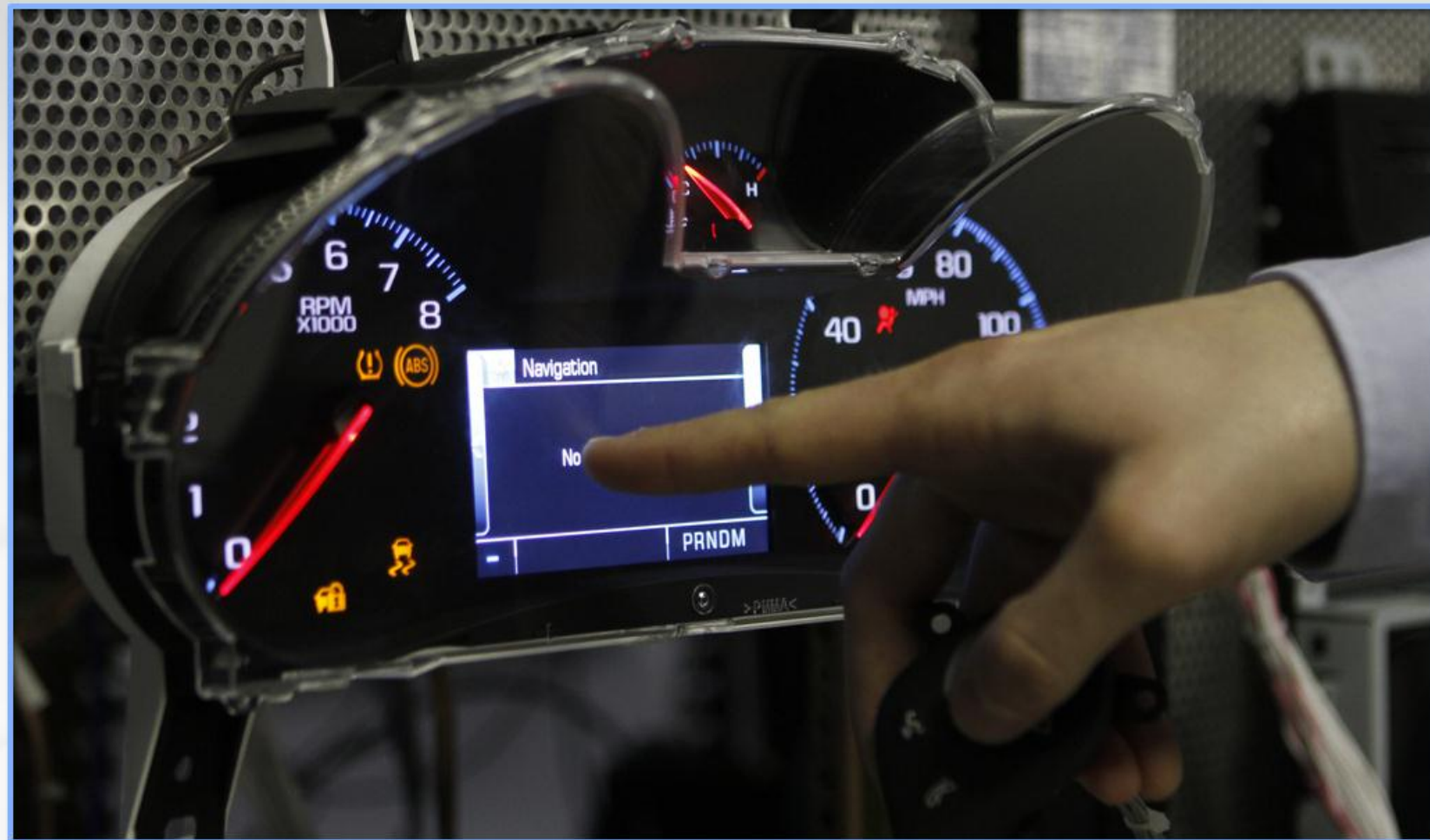


# INFOTAINMENT

## *Research*







# INFOTAINMENT

## *Research*





mylink

Cadillac

CUE



INTELLILINK

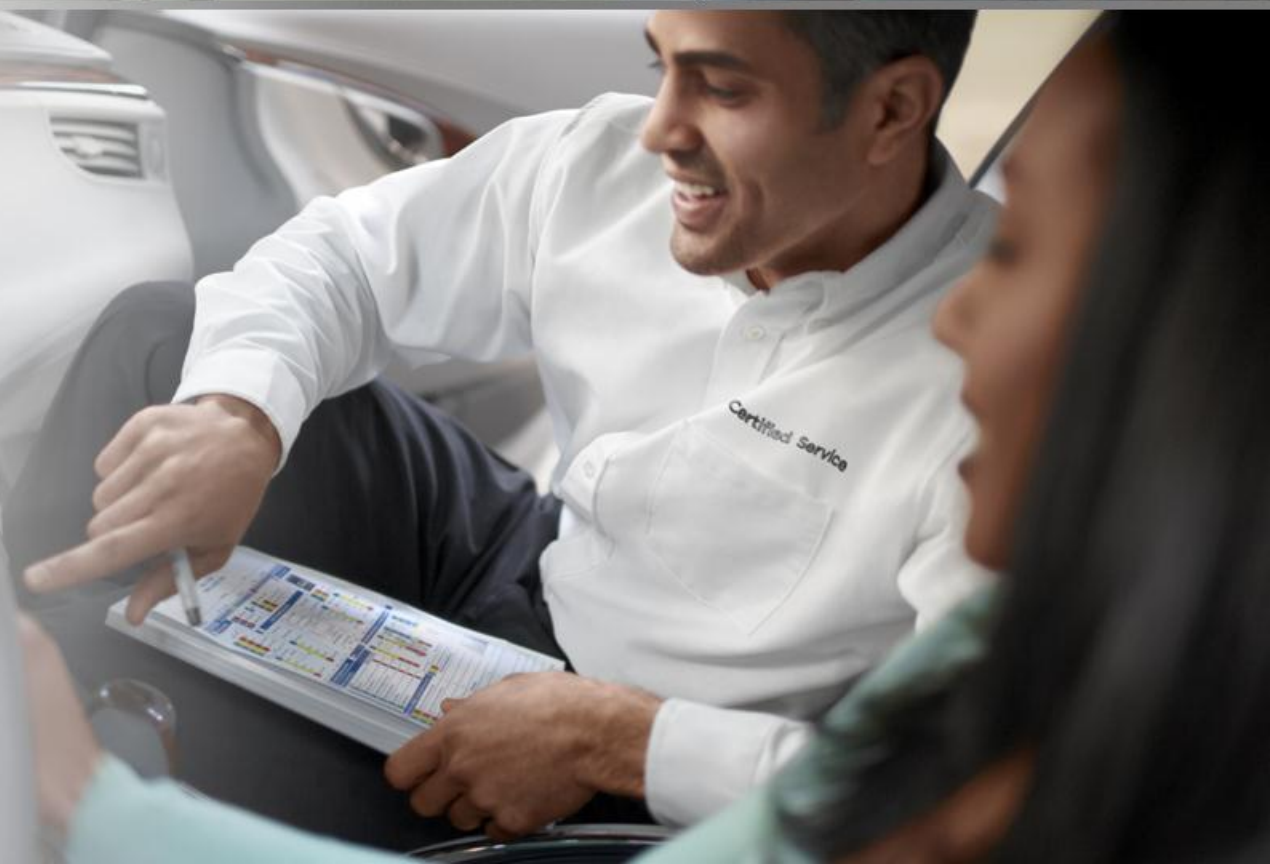




**CONNECTED  
CUSTOMER**  
*Specialists*



**CERTIFIED**  
*Technology*  
**EXPERTS**





# CONNECTION

## *Centers*











# Customer Experience *and* Product Quality





A woman with dark hair, wearing a bright red blazer and a headset, is smiling while looking at a computer monitor. She is in a call center environment with other employees at their desks in the background. The text 'CUSTOMER Engagement Center' is overlaid on the right side of the image. 

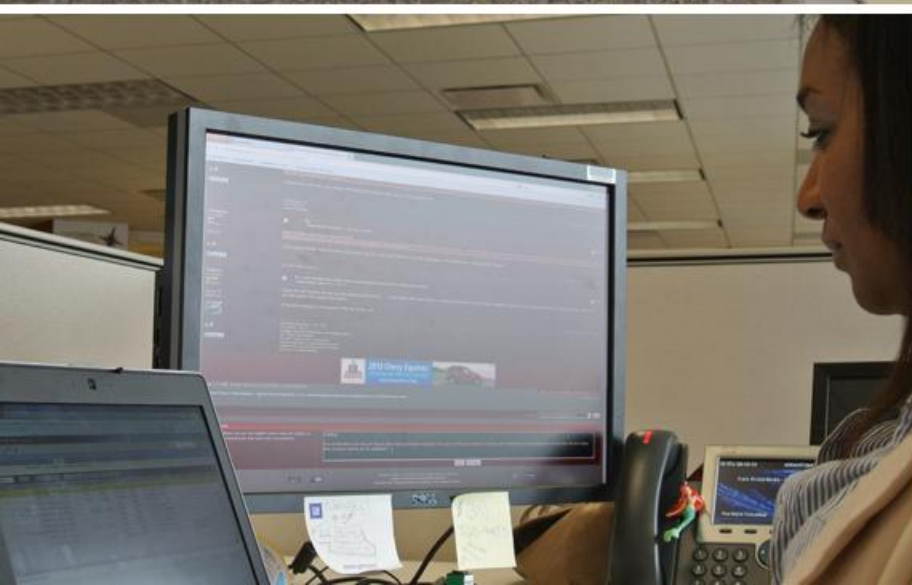
# CUSTOMER *Engagement* Center



# *Social* **MEDIA** Team









I appreciate your help, Gregory.  
I hopefully won't have an issue  
again in the future but am pleased  
to know that there's tremendous  
support should I need it.  
Thank you.





FORTUNE  
500

*Social Media Stars*





# Customer Experience *and* Product Quality



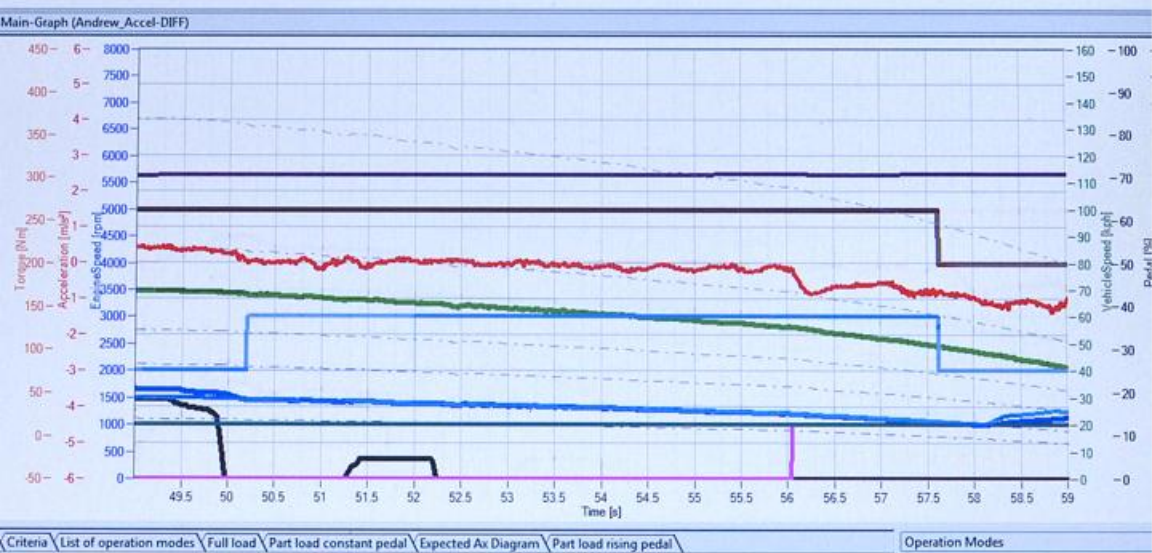
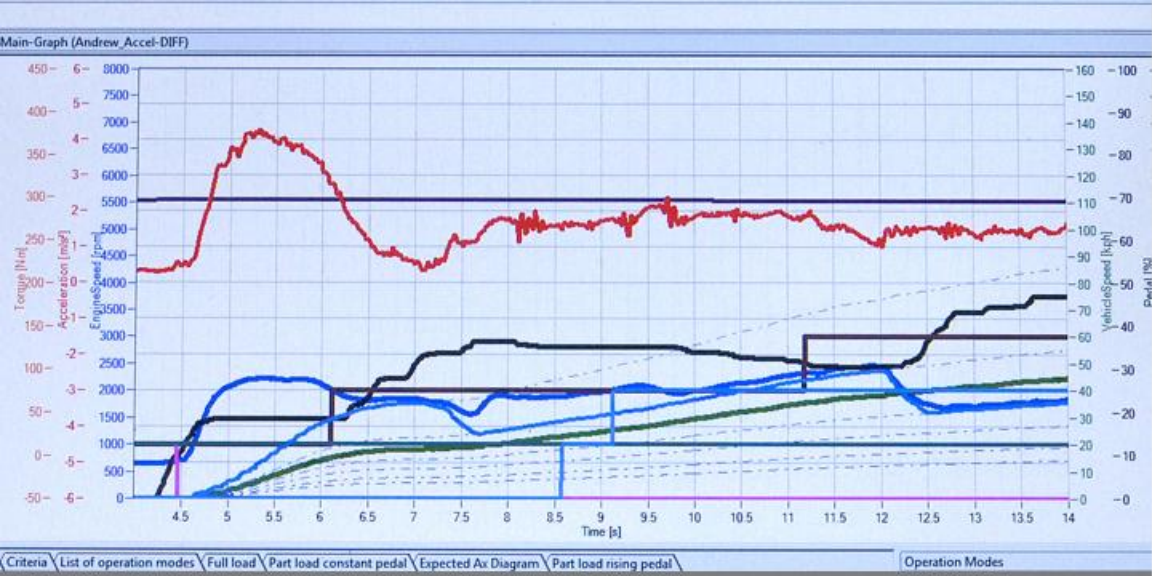


A man is shown from the side, driving a car. He is wearing a grey long-sleeved shirt and blue jeans. His hands are on the steering wheel, which features the Buick logo. The car's interior is visible, including the dashboard with blue-lit gauges and a central infotainment screen. The background is a bright, out-of-focus street scene. The text 'DRIVE' is in a bold, blue, sans-serif font, and 'Quality' is in a black, cursive script font.

**DRIVE**

*Quality*





# AVL DRIVE

## *Quality Tool*





# Customer Experience *and* Product Quality







*Launching*  
**28 VEHICLES**  
*in 2013 & 2014*



# FIRST LAUNCH EVENT

*Prototype Vehicle Build*

**“Front-Loading”  
major aspects**

**Validating parts and  
components sooner**





# **LONG-TERM RELIABILITY & DURABILITY**

**Standardized process  
of Robust Engineering**





# FNC BRAKE ROTORS - AFTER SALT BATH





# FNC BRAKE ROTORS





# FNC BRAKE ROTORS IMPROVE QUALITY

Improvement  
in Repair Rate

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**Cadillac DTS 83%**

**Chevrolet Malibu 91%**

**Chevrolet Impala 88%**





# Customer Experience *and* Product Quality





A photograph of a woman driving a car, with a passenger in the front seat. The woman is smiling and looking forward. The passenger is also looking forward. The car is on a road with greenery in the background. The text is overlaid on the left side of the image.

*Deliver* the *Best*  
**CUSTOMER  
EXPERIENCE**  
IN THE **INDUSTRY**





GENERAL MOTORS